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SVKM'S NMIMS

Shobhaben Pratapbhai Patel / School of Pharmacy & Technology Management

Programme: M. Pharm + MBA (Pharmaceutics/PQA/PT/IP)

Year: II **Semester:** III

Academic Year: 2019-20

Marks: 50

Subject: Marketing Management

Time: 10.00 am to 12.00 noon

Date: 30 November 2019

Duration: 2 hrs.

No. of pgs: 3

FINAL EXAMINATION

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

- 1) Question No. 1 is compulsory.
- 2) Out of remaining questions, attempt any 3 questions.
- 3) **In all 4 questions to be attempted.**
- 4) **Answer to each new question to be started on a fresh page.**
- 5) **Figures in brackets on the right hand side indicate full marks.**
- 6) **Assume suitable data if necessary.**

Section A

Compulsory Question

- 1 Diabetes has been termed the 'Mother of all Diseases' and sadly despite of tremendous research by the medical industry, a permanent solution for it is yet to be found. Even the best medicines can only control diabetes for the time being while the dosage keeps increasing as time progresses. 20
- With the world's largest population of diabetics, India is set to see the launch of a range of novel diabetes treatments from foreign drug makers such as Pfizer, Eli Lilly and Merck. Many drug companies have been pitching innovative delivery systems, convenience and touch technology, to expand their consumer base in large markets like India. Multinational pharmaceuticals are planning to capture a market of 32 million to 57.2 million people by 2025. Pfizer, GlaxoSmithKline, Merck, Eli Lilly, Novartis, AstraZeneca, Sanofi all wish to have a chunk of the Rs1,200-crore diabetes treatment market which is growing at around 20-22 per cent a year, especially with various forms of insulin accounting for the largest chunk of Rs 310 crore.

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PM Modi showed a lot of concern on the eve of International Yoga Day and urged yoga teachers to focus on reducing the number of diabetic patients in the India. It is time to contemplate his insistence over the issue and analyze the questions India is facing at the moment.

Many pharmaceuticals have understood the fact that without expanding horizons in India, their growth can be stagnant or incomplete. At least three pharma majors have applied for patents to sell in India, post the launch of GlaxoSmithKline's blockbuster diabetes drug 'Avandia' in 2005 when the total Indian diabetes market was valued at \$15 billion.

It is not surprising, to say that developing countries like China, Brazil and India serve as a huge attraction to pharmaceuticals when they are close to spending nearly half of their respective growth in medicines/drugs. Nevertheless, these pharmerging nations' reliance on lower-cost generics is still a tricky opportunity to play. The demand for drugs in 'pharmerging' markets will expand at a compound annual growth rate of as much as 11 per cent and account for nearly 50 per cent of absolute growth in drugs spending in 2019, much more than European and Japanese markets.

As countries like India, China, Russia and Brazil gain economic clout is the incidence of diabetes is seeing a surge. Rising levels of sedentary lifestyle and obesity and heart disease are becoming more common, in the elite and middle-class. Rising disposable incomes also mean patients in these countries have the required cash to spend on medicines. India is facing desperate times and needs to fight back Diabetes with natural things like Ayurveda, Naturopathy and Yoga. Even Patanjali reportedly announced that would support the R&D in Ayurveda with an investment of almost Rs 10,000 crore, as part of his business plans.

- **On the basis of above article and your general understanding of the market scenario conduct a PEST and Porter's Five Force Analysis for Indian Diabetic Market for Pharma Companies**

Section B

(Attempt any Three Questions)

- 2 A better understanding of organization's SWOT can help it in developing a robust

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marketing strategy? support your answer with relevant examples.

3 What is targeting? Discuss Various Targeting Strategies with the help of suitable examples. 10

4 Explain Market Leader and Market Follower strategy in brief. Give example of each in a similar competitive space. 10

5 Explain AIDA Model in context of marketing communication with the help of suitable examples. 10

